

Even Homely Men Attract Women If They Have Sympathy and Humor

TO BE A LADYKILLER
ONE SHOULD BE MANLY,
SYMPATHETIC, SENTIMENTAL
AND SUSCEPTIBLE TO
WOMEN—
ALSO HAVE HUMOR
AND TENDERNESS



Be Tender to Their Weaknesses and Woes, Advises
Margaret Vandercook, Whose Hero Proves Her
Theories in "The Loves of Ambrose."

By MARGUERITE MOORE MARSHALL.

Ambrose had four wives. Not contemporaneously, but with a proper consecutiveness four delightful women willingly promised to love, honor and obey Ambrose. Yet he was not handsome. He was poor. He was not a hypnotist. How did Ambrose do it?

That's what Mrs. Margaret Vandercook explains to us in her recently published novel, "The Loves of Ambrose." And when I asked her yesterday afternoon she gave an even more complete and definite analysis of Ambrose's method.

THE THREE REQUISITES.

In her opinion the three essential requisites for the lady-killer are sympathy, humor, and tenderness. The last is of great indirect assistance in understanding the ways of womankind.

"You see, I knew Ambrose," Mrs. Vandercook explained, smilingly. "He was an uncle of mine. I come from Louisville, Kentucky, and he was a Southern man. I really do think that the men of the South make more love and more skillful than Northerners, and I also think that Europeans are more apt at expressing sentiment than Americans."

"Women do like men to show that they care," I observed. "Indeed they do!" exclaimed Mrs. Vandercook, opening her blue eyes wide. "They are very pretty eyes, and her face has that peculiar roundness and softness which Southern women retain for so long. With her brown hair and her supple arms, she is an attractive and cheerful figure."

"The men most attractive to

women is, above everything else, the man most attracted by them. He is the man to whom, throughout his life, woman is the supreme thing. He is eminently impressionable. The man for whom every woman has a weakness is the man who makes her feel while she talks to him that she is the only thing in the world."

Good Looks Unessential.
"Reading of Ambrose, it seemed to me that he was the type which we describe nowadays as a 'good fuser.' I remarked, 'And you believe that sort is attractive to others besides very young girls?'"
"Consider Ambrose's matrimonial record," laughed Mrs. Vandercook. "His first wife, indeed, was a sixteen-year-old girl. It was a case of spring-time fancy. But the second woman he married was in the full pride of intelligent young maturity; she was the greatest love of his life. I believe that the most sentimental man has a great question. In middle age a rich widow chose him in preference to two other suitors. And even when he was very old he found a spinster who gladly accepted him as a husband."

"And yet he had neither wealth

nor good looks," I mused. For he merely owned half a country store, and at nineteen he stood six feet four in his stocking feet, with big bones, a high forehead, straight, straw-colored hair, and solemn, light-blue eyes.

"A man need not be good looking in order to make a hit with women," stated Mrs. Vandercook. "We like men who are manly and strong, but I don't think we mind homeliness. At a dinner the other night we were saying that the last word in feminism would be spoken when women dared to be homely—as homely as lots of successful men are."

They Like Sympathy.
"In the matter of money I think the modern girl is apt to be more particular than were the ladies fifty years ago in Kentucky. Other things being equal, the man of fortune wins out over the poor man when women are in question. Nevertheless, the poor man is not even yet to be despised as a rival, provided that he

wants to succeed with women and that he possesses both sympathy and humor.

"Women are attracted by the man who understands them, and who is tender to their weaknesses and woes. They like to lean upon a broad shoulder, literally and metaphorically. And they like sympathy and tenderness to be expressed."

"I have said that Europeans are

better lovers than Americans, but I do not believe it is because Americans are without sentiment. Only many of them keep it so well hidden! For their own sakes they ought not to do so, and for the sake of American women, I don't believe that all the international marriages are simply an exchange of money for social position. In fact, I have a number of friends most happily married to Europeans who are not afraid to love and to show that they love."

"But how does the quality of humor aid a man in his love affairs?" I asked. "In a husband it is enormously valuable, of course, but what does it do for a lover?"

"It helps him in his task of understanding women and sympathizing with them," she replied. "He avoids useless tragedies. A sense of humor means a sense of proportion and therefore, an appreciation of values. So much unhappiness can be avoided if one doesn't take the world too seriously."

"You believe in falling in love, don't you?" I charged Mrs. Vandercook.

"I do," she admitted, candidly.

"The best way in the world for a man to keep young is to keep on falling in love. I don't mean mad passion, which is falling in love with a new woman when you have an old one. But why can't a man just fall in love again with his wife, and re-court her till he wakes both of them up?"

Now, wouldn't he be a welcome novelty if he did that very little thing? But the average man is the one who remarked to Mrs. Vandercook the other day, "Gee whizz! I'd had Ambrose's luck—four chances to get married!"

Chicago's "Death Corner" Claims Another Victim
CHICAGO, April 3.—Bloody "death corner" claimed another victim early today. Joseph Ingo, a prosperous Italian, died from wounds sustained last night, when two supposed black-hand assassins filled his body full of leaden slugs from sawed-off shotguns.

Ingo fell within fifty feet of the spot where Rosario DiPasqua and Antonio Puccio, Italian bankers, were assassinated in the same mysterious manner recently. The slugs were of the same sharp-pointed, home-made design. The police arrested two suspects.

Says Parcel Post Aids Libraries of States
Extension of the parcel post rates to books has been a great boon to education, according to George B. Utley, secretary of the American Library Association, who has just arrived in Washington to prepare for the annual convention of the association, to be held here May 25 to 30.

Librarians and educators in all parts of the country report larger book circulations since the issuance of the Postmaster General's order extending the rates of the parcel post to books. Mr. Utley says: "H. R. McIlwaine, State Librarian of Virginia, declares the extension has had a great effect in increasing the use of the library by people in the interior of the State. Other State Librarians make similar reports."

Democrats Arrange for Jefferson Day Feast
Democrats received invitations from the Young Men's Democratic Club to attend the annual Jefferson Day banquet to be held on the evening of April 13, at the New Ebbitt. The speakers announced by J. Fred Kelly, chairman of the executive committee, are: Secretary Bryan; Senators Charles F. Johnson, of Maine; William E. Chilton, of West Virginia; John Sharp Williams, of Mississippi; John F. Shafroth, of California; Congressman Andrew J. Montague, of Virginia, and Jefferson of New York. Joseph W. Folk, former governor of Missouri, also will speak.

Chicago's "Death Corner" Claims Another Victim

Anti-Gambling Crusade Is on in Switzerland

energetically pursuing its inquiry into the system of mail-order bookmaking on English races, now flourishing in this city, at the request of the British consul.

CASTORIA
For Infants and Children.
The Kind You Have Always Bought
Bears the Signature of *Dr. J. C. Ayer*



Dainty Colonials Await Your Inspection

Never before have we been enabled to offer such a profusion of styles and cuts. We're justly proud of the variety. We have these shoes in all the wanted leathers. Every pair betokens the individuality of the wearer.

"Famous COLONIALS"
\$2.50

See the Bulgarian Pump, the very latest creation in women's footwear. It has the popular Spool Heel, and comes in both patent and dull models.

By all means, see our extraordinary values before making a selection of your Spring Footwear **\$2.50**

See Our Window Display.

Come early in the day as possible. Our shop is small, but your savings are BIG.

Colonial Shoe Shop
637 1/2 F Street N. W.

(Opposite Casino Theater—Just Around the Corner from 7th St.)

John Mundell Smith, Mgr.

HECHT & CO.

7th Near F

HECHT & CO.

The Finest Clothes in the World Society Brand Clothes

With Their "29" Exclusive Features Can
Be Obtained in Washington Only at

The Society Clothes Shop—at Hecht's

The revolutionized young men's clothes shop. The Society Clothes Shop at Hecht's has scored a tremendous success already. The great broad minded, generous, honest policy of this house to give its patrons the finest clothes in the world at the lowest prices possible and to give in all transactions an absolutely fair and square deal is bringing to us the patronage of intelligent and manly men from all over Washington.

Young men—and men who stay young—keen, alert, eager for smartness and perfection, recognize and appreciate the little touches, the style-character which is exclusively a Society Brand quality. In addition, they secure the following "twenty-nine" marked features which add much to the pleasure and comfort in the wearing of these premier clothes.

Coat

1. Pencil Pocket at end of inside breast pocket.
2. Cash Pocket on inner left side.
3. Perspiration Shields at armpits to protect lining.
4. Neck Cape prevents wrinkling below coat collar. Patented.
5. Extension Safety Pocket; contains and secures letters, papers, etc.
6. Routoniere Holder under lapel.
7. Watch pocket within outside breast pocket.
8. Cash Pocket in outer right pocket.
9. Red Devil fronts on soft roll coats.
10. Outlets on side seams of all English Models.

Vest

11. Side Buckles to produce smooth fitting back.
12. The new "Olympic" vest with large armholes; permits free action and precludes perspiration.
13. Pencil or Fountain Pen Pocket. Opens in seam of upper left pocket.
14. Vestee, detachable, attached with buttons; adds dressiness.
15. One inch outlet on each side of vest back to make vest larger if necessary.
16. The Athletic Vest—a modification of the "Olympic"—with large armholes. Your choice of this or the "Olympic" Vest.

Trousers

17. Permanent Crease; keeps trousers pressed and prevents bagging at the knee. Patented June 16, 1908. No. 586,922. On all legs and semi-straight trousers.
18. Cash Pocket within right-hand side pocket. Permits carrying keys, knife, etc., on the same side without confusion.
19. Guard in watch pocket to prevent theft of watch.
20. Pencil Pocket in right-hand hip pocket. Very convenient, especially when no coat or vest is worn.
21. Tunnel Belt Slides; hold trousers firmly over hips and keep belt in place.
22. Specially designed button at front of waistband. Adds tone, smartness.
23. Hip Pockets to button.
24. Improved Secret Money Pocket on inside of waistband. Closed and hidden by buttoning to inside button.
25. Specially Designed Side Pocket; big, roomy and shaped to follow the form of the hand.
26. Hanger of Silk Braid.
27. 3/4-inch Turn-up for soft Turn-up or permanent cuffs.
28. Reversible Leather Belt covered with material to match trousers. Can be worn either side out by unbuttoning buckle and reversing belt.
29. Braided Waistband on all extreme English Models. Gives finished appearance.



The "Budd" Model

The Society Clothes Shop's Great
Leader—Hand Tailored **\$17.50**
Spring Suits

Some Merchants Would Ask \$25

Society Brand Clothes \$20 to \$35
Other Good Clothes \$12.50 and \$15

Our Guarantee

A New Suit Free If You're Not Satisfied. You Are the Judge.

Newest Shapes in Spring Hats for young men . . \$1.45

Foot Model Shoes for young men \$3.50

Part Payments to Suit Your Convenience Too

The Society Clothes Shop—at

Seventh Street Near F **HECHT'S** Street Floor Just Inside the Main Entrance

MAKER'S SAMPLE LINE OF

Men's Spring Suits

Worth \$20, \$22.50 and \$25, at **\$12.65**

One of the luckiest business strokes for us and for you that has ever happened! The values are unprecedented—the opportunity not to be duplicated again. Come and see for yourself.

Included are fine quality hand tailored Suits of all-wool Fancy Cassimeres, Cheviots, Worsteds, and Guaranteed Navy Blue Serges. All sizes for men and young men. English and conservative models.

BOYS' EASTER CLOTHING

At Sensationally Low Prices!

A purchase of a maker's surplus stock of Boys' Spring Clothing brings you these unprecedented values—just when mothers are buying new Easter suits for their boys. All sizes—immense variety of styles.

Boys' \$3.50 Suits at . **\$1.89**
Boys' \$5.00 Suits at . **\$2.35**
Boys' \$6.00 Suits at . **\$2.98**
Boys' \$7.00 Suits at . **\$3.50**

EXTRA! Boys' fine quality all-wool Navy Blue Serge Suits, guaranteed fast color, well tailored and strongly sewn. Just the suit for Palm Sunday and Easter wear. All sizes from 7 to 18 years. Positively worth \$5.00. Sale price **\$3.39**

Men's Pure Silk Half Hose, double heel and toe in black and leading spring colors. 50c value	Men's \$1.00 Negligee Shirts, in light and dark colorings, full cut and perfect fitting. All sizes, at	Men's \$2.50 Negligee Shirts, fine quality, materials, in a large variety of new designs. Sale price	Men's Easter Neckwear, in an immense assortment of brand new colorings and effects. Latest shapes. Matchless values at
25c	59c	\$1.00	50c

FRIEDLANDER BROS., 428 Ninth St.



There's Style,
Grace and Beauty

in the new "Schloss-Baltimore" Young Men's Clothes for Spring. These models are uncommonly attractive; especially designed for particular men by a famous Fifth Avenue Custom-Tailor,—a genius of rare skill.

You'll find the new Schloss-Baltimore models incomparable with any ordinary Ready Clothes, and of a class and character which only the very high-priced made-to-measure tailors could equal. Ask to see the New Schloss-Baltimore Models.

Schloss Bros. & Co.
BALTIMORE NEW YORK BOSTON